The Male Aesthetic & Cosmetic Surgery Market
Overview

- 9% of all cosmetic procedures in 2012 are male patients
- Men account to more than 1 million minimally-invasive procedures in the U.S. – 121% increase since 1997
- More time and money spent on improving their appearance
- Expect to increase over the years due to the growing social acceptability of cosmetic procedures, especially in Asia

Source: the dermatologist, China Daily Asia, American Society of Plastic Surgery, MIMS
Why Are Men Moving Towards Aesthetic & Cosmetic Procedures

• Desire to be more competitive and youthful in workforce
• Age-related concerns
• Understood the importance of maintaining their youthful look
• Social media and celebrities driving pressure on men to look fashionable, fit and well-groomed

Source: the dermatologist, MIMS
Top 5 Most Popular Surgical Procedures for Men in 2010

- Rhinoplasty: 64,000
- Blepharoplasty: 31,000
- Liposuction: 24,000
- Breast Reduction: 18,000
- Hair Transplantation: 13,000

Source: WebMD
Top 5 Most Popular Minimally Invasive Procedures for Men in 2010

- **Botox**: 337,000 procedures
- **Laser Hair Removal**: 158,000 procedures
- **Microdermabrasion**: 165,000 procedures
- **Chemical Peel**: 90,000 procedures
- **Fillers**: 78,000 procedures

- Botox accounts for over 40% of all cosmetic procedures performed by men!
- 7% increased in number of men seeking botox injections since 2011

Source: WebMD, the dermatologist, American Society for Plastic Surgery
The Male Market

• Favor treatments with minimal downtime
• Attracted to gentler therapies that doesn’t leave obvious traces
• Prefer subtle, natural looking results so as not to be associated with feminization
• Prefer treatments that provides instant effects

Source: China Daily Asia
Male Patients vs Female Patients

• Important to understand male and female gender differences in order to provide successful cosmetic outcome
• Aesthetic & cosmetic surgery techniques performed on females may not work for males
• Different rejuvenation needs due to distinct differences between males and females skin biology, facial anatomy and aging process

Source: the dermatologist, Dermatology Times
Want to know more?
Learn new topics & techniques specific to the gender differences at Gender Aesthetic Congress Asia 2014!

Download our latest conference agenda to find out what topics will be covered: http://genderaesthetic.com/download-brochure.php
GENDER AESTHETIC CONGRESS ASIA 2014

Asia’s first & only event that focuses on Combination Therapies for surgical & non-surgical aesthetic expertise specific to gender differences

2 Tracks in Gender Aesthetic Congress Asia 2014:
- Gender Aesthetic Medicine Asia 2014
- Gender Cosmetic Surgery Asia 2014
Who Should Attend:
Medical Aesthetic Practitioners | Laser & Skincare Practitioners | Dermatologists
Cosmetic & Plastic Surgeons | Oral & Maxillofacial Surgeons | Anti-Aging Physicians
General Physicians & Family Doctors | Endocrinologist | Weight Management Specialist
Academic Institutions | Gender & Sexology Specialist
Who Should Attend:
Plastic & Cosmetic Surgeons | Chief Surgeons | ObGyn Specialist | Gynecologist
Urogynecologist | General Surgeons | Internal Medicine | Vascular Surgeons
Anaesthesiologist | Phlebotomist | Endocrinologist | Radiologist | Academic Institutions
# Event-At-A-Glance

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<td>From Start-Up to Mid-Size Aesthetic Skin Laser Clinics</td>
<td>Growing your Business in Aesthetic Cosmetic Surgery</td>
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<td>• Combination Therapy with Neurotoxin, Fillers &amp; Laser Energy</td>
<td>• Combination Therapy on Derma &amp; Skin Conditioning (scar, acne, whitening &amp; hair)</td>
<td>• Combination Techniques on Face Contouring &amp; Rejuvenation</td>
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<td>• Non-surgical body reshaping</td>
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## Event-At-A-Glance

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| **Teaching Courses** | – | – | • Lipofilling: Fillers vs Fat  
• Prevention of Complication from Botulinum Toxin & Filler Injections  
• Female Genital Surgery  
• Formulating Cosmeceutical Products for your Aesthetics Practice  
• Facial Contouring with Botulinum Toxin & Filler (Hands-on)  
• Lip Sculpting for Asians (Hands-on) |
| **FREE SEMINARS:** Korean Technologies Showcases | – | Specialized Symposium New Product Launches |

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Our Confirmed Speakers

- **Dr Olivier H.de Frahan**, World’s No. 1 Plastic Surgeon (rated by TheRichest.com); Surgeon to Toyah Willcox; Specialist of Plastic Surgery & Aesthetic Reconstructive Surgery, France & England

- **Dr Michel Pfulg**, Inventor of soft lifting technique; World’s 4th Plastic Surgeon (rated by TheRichest.com); Founder & Medical Director, Laclinic Montreux; Past Chairman, Swiss Society of Aesthetic Medicine, Switzerland

- **Dr Mahaveer Mehta**, Inventor of Excimer Laser for Vitiligo and Psoriasis; Dermatologist, Founder & Medical Director, Dr Mahaveer Mehta Medical Center; Award Winner of “2013 Leaders in Giving Recognition Reception”, Dubai

- **Dr Aris Sterodimas**, Inventor of Stromal Enriched Lipograft, Head, Plastic Surgery Department of IASO General Hospital; CEO, Stem Surgery SA; President, Professor Illouz Association, Greece

- **Dr Marco Faria Correa**, Specialist Plastic Surgeon; Pioneer of Endoscopic Plastic Surgery method, Brazil

- **Dr Damkerng Pathomvanich**, Founder, DHT Clinic; Pioneer of Hair Restoration Transplant, Thailand

- **Dr John Tan**, Consultant Vascular Surgeon, The Vein Clinic; Pioneer, Endovenous Laser Treatment of varicose vein; Past Vice President, Vascular Surgery Society of Singapore, Singapore

- **Dr Zhang Tisheng**, Pioneer of Chinese Plastic Surgeon Industry; Honorary Dean, Shanghai Hua Mei Aesthetic Hospital; Academician, China Academy of Engineering, China
Our Confirmed Speakers

- **Dr Ian Holten**, Founder & Principal Surgeon, Australian Skin Face and Body clinics; Winner of Australian of the Year Awards, Sydney

- **Dr Raj Acquilla**, North West Regional Chair of the British Association of Cosmetic Doctors; Cosmetic Dermatology Specialist, non-surgical rejuvenation of the face, neck, décolletage and hands; UK Ambassador, United Kingdom

- **Dr Park Dae Hwan (David)**, National Secretary of Korea, ISAPS; Chairman, Department of Plastic Surgery, Catholic University of Daegu; Director, Oculoplastic and Aesthetic Center, Daegu Catholic University Hospital; President, Younghonam Society of Korean SPRS; President, Daegyoung Wound Healing Society, South Korea

- **Dr Malavika Kohli**, Consultant Dermatologist and Aesthetic Dermatologist, Jaslok Hospital and Research Centre, Breach Candy Hospital Trust, Mumbai

- **Dr Takuji Shirasawa**, Board Director, Japan Anti-Aging Association; Professor, Department of Aging Control, Juntendo University; Board Director, Japanese Society of Anti-Aging Medicine, Japan

- **Dr Alessio Radaelli**, Board Editor of Journal of Clinical Dermatology - San Lucas Medical European Society for Cosmetic and Aesthetic Dermatology, Italy

- **Dr Hanh Le**, President of Ho Chi Minh City Society Of Plastic & Aesthetic Surgery; Head of Plastic & Aesthetic Department Of Cho Ray Hospital; Chairman of Department of Plastic & Aesthetic Surgery of Pham Ngoc Thach Medical University, Vietnam
Our Confirmed Speakers

• **Dr Hidekazu Yamada**, Chief Professor, Department of Dermatology, Nara Hospital Kinki University Faculty of Medicine, Japan

• **Dr Kim Beom Joon**, Professor, Department of Dermatology, Chung-Ang University YoungSan Hospital, South Korea

• **Dr Apirag Chuangsuwanich**, President of The Society of Plastic and Reconstructive Surgeons of Thailand; Associate Professor at Siriraj Hospital, Thailand

• **Dr Kwon Taek Keun**, Professor, Ewha Woman’s University; Associate Professor, Korea University; Head & Plastic Surgeon, Aone Clinic, South Korea

• **Dr Vitasna Ketglang**, Chairman, Thai Cosmetic Gynecology Society; Medical Director, Cosmetic Gynecology and Urogynecology Center, Yanhee International Hospital, Thailand

• **Dr Fabio Nicoli**, Plastic & Reconstructive Surgeon, University Tor Vergata of Rome, Italy; Microsurgery Fellow, China Medical University Hospital Taichuang-Taiwan, Taiwan

• **Dr Davin Lim**, Cosmetic and Laser Dermatologist, Acne Scar Specialist, Westside Dermatology; Associate Lecturer, Griffith School of Medicine, Australia

• **Dr Prapote Asawaworarit**, Hair Transplantation Specialist, DHT Clinic, Bangkok Hospital, Thailand

• **Dr Jill Pechacek**, Medical Director, Aspen Medical Aesthetics; President & CEO of Health Journey, United States
Enjoy Early Bird Registration when you sign up before 31st January 2014

AAAM Members enjoy additional 10% discount

If you are a member from our supporting organizations, enter your promo-code to enjoy additional discount!

ACT NOW!

To register:
Tel: +65 6395 9376
Email: williamfork@ezyhealth.com
Website: http://www.genderaesthetic.com/registration.php